

News Release

GOLDEN RULE TO OFFER HEALTH INSURANCE IN KENTUCKY

Company becomes eighth to sell in state's individual market

FRANKFORT, Ky. (Oct. 5, 2005) – A company that left the Kentucky health insurance market in 1996 has announced its intention to return.

Golden Rule Insurance Co., now owned by UnitedHealth Group, will begin selling in the individual association market before the end of 2005. The coverage will be available to members of the Federation of American Consumers and Travelers.

"This is evidence that our efforts to attract insurers back to what is now a friendlier market are working," said Glenn Jennings, executive director of the Kentucky Office of Insurance. "Because of some legislative changes over the past few years, Kentucky's regulatory atmosphere is more in line with other states."

Golden Rule becomes the eighth company to sell in the individual market, joining Anthem, Humana, Assurant (formerly Fortis), John Alden, Mega Life and Health, United Wisconsin (doing business in Kentucky as American Medical Security) and Physicians Mutual.

Jennings said the addition of Kentucky Access, the state's high risk pool, has helped stabilize the individual market. Kentucky Access now serves 3,300 Kentuckians who are unable to secure health insurance coverage in the individual market due to high-cost conditions.

KOI is an agency of the Environmental and Public Protection Cabinet.